



Solid Game Ideas with Game Craft methodology

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Why do we need Methodology at all?

- Check concepts
- Find mistakes earlier
- Find out details
- Solidify **Game Focus**
- Get some artifacts

Game Craft

- Created by **Wargaming Research and Development**
- Originally presented on DevGamm Moscow 2018

What do we need?

- Time:
 - 6 hours for actual project,
 - 1.5 hour for educational version,
 - 15 minutes for MAGNuS Project

Team:

Visionary
Expert
Gamer
Moderator

Tools:

Whiteboard
Paper
Internet Access
Idea

Part 1 – Solo!

Step 1.1: Define Game Idea

How to make it:

Mechanics Approach: FPS Shooter with jet packs

Narrative Approach: Game about surviving nuclear winter

Audience/Marketing Approach: Puzzle games for elder people/
Racing game for China

Reference Approach: SimCity but on Mars

Ideas

- Battle-royal but with healing instead of shooting
- 2D adventure game about man who can't get out of the room
- AR quest on the streets
- Platformer in cyberpunk setting with augmentations
- Combine FPS and Strategy

Step 1.2. Marketing Analyses

- Who plays such games? Age? Country? Gender?
- What platforms?
- What are successful games in that genre?
- Any failures?
- Genre + Platforms?

Step 1.3. Idea Check

- Optional Step
- Just rethink
- Reformulate
- Is Marketing Analyses ok?

Part 2 – Team Discussion

Step 2.1. List Facts

- What do we now about that game?
(whiteboard, brainstorm session, just write everything)
- Needs great graphics?
- Multiplayer?
- Long or short sessions?
- Sound is important?

Just facts, no ideas!

What if can't agree?

- Offtopic? Skip
- Can be decided later? Postpone
- Crucial to idea – Discuss, **Visionary** must agree.

Step 2.2. Problems and Opportunities

- Facts can be bad (problems) or good (opportunities) or **both**

«Strategies need good AI»

«This genre is not so popular anymore»

«Rogue-like games use procedural level generation»

Step 2.3. Solutions

- Each solution must solve problem or use opportunity
- One solution can solve multiple problems/opportunities

«Puzzle games have short sessions»

«Puzzle games do not need advanced graphics»

«Puzzles are popular among casual gamers»

Mobile Platforms!

About 8-12 solutions

Part 3 – Conclusions

Step 3.1. Core Pillars

- Most common solutions form Core Pillars
- «Kids 6-12»
- «Mobile game»
- «Multiplayer»

Free to play

Free form, maybe long

About 4-5

Step 3.2 Questions

- Who plays?
- Where?
- How?
- Motivation?
- Socialization?

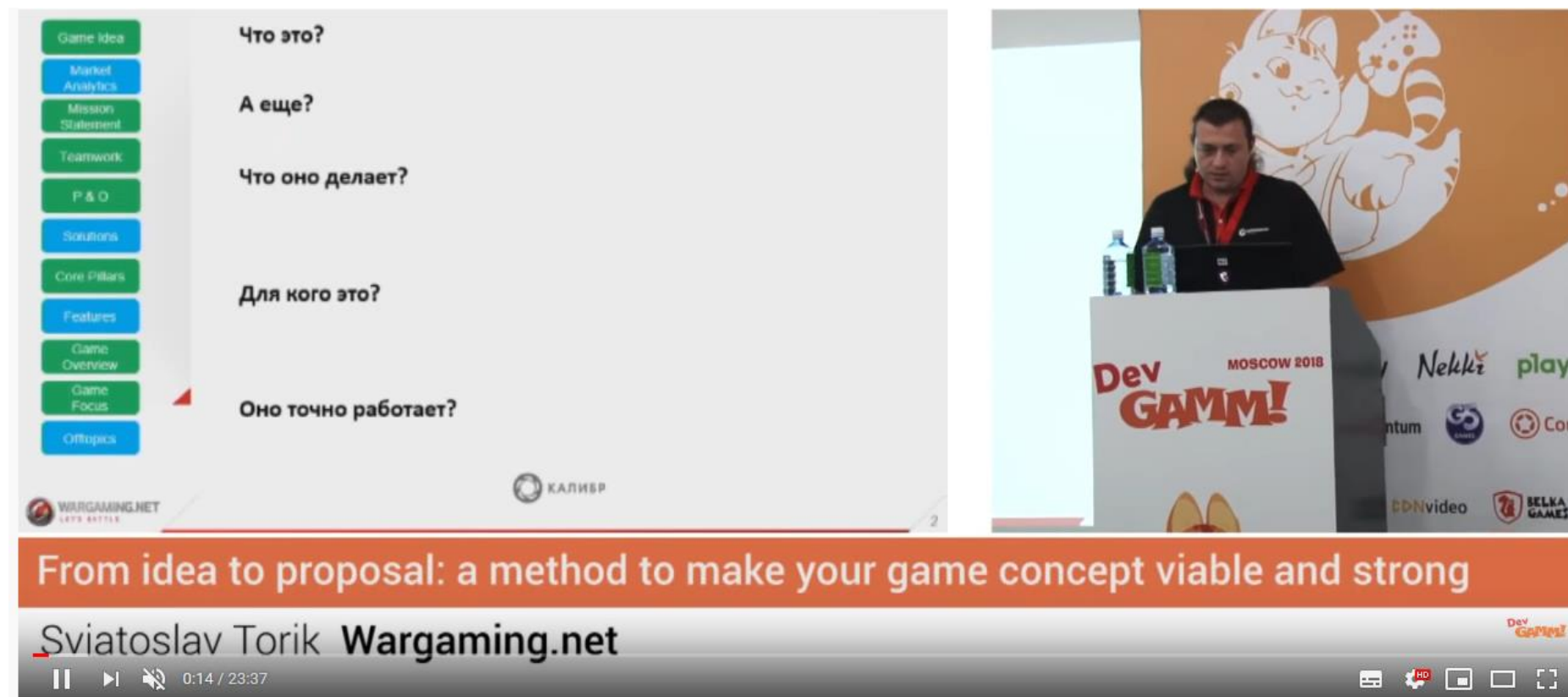
3.3 Pitch

- Merge all answers from 3.2 into short description
- That is your pitch
- That is a **game focus** (with Core Pillars)
- Any change in Core Pillars leads to different game

«Third person team-based tactical action game with realistic models»

Original Talk (In Russian!)

- <https://www.youtube.com/watch?v=DQQ74kTZmME>



The image shows a YouTube video player. The main content is a presentation slide with a sidebar of navigation buttons. The slide text is in Russian and asks several questions: "Что это?", "А еще?", "Что оно делает?", "Для кого это?", and "Оно точно работает?". The sidebar buttons include "Game Idea", "Market Analytics", "Mission Statement", "Teamwork", "P & O", "Solutions", "Core Pillars", "Features", "Game Overview", "Game Focus", and "Открытка". Logos for "WARGAMING.NET" and "КАЛИБР" are visible at the bottom of the slide. To the right, a speaker is seen at a podium with a "Dev GAMM! MOSCOW 2018" sign. The background features a large white cat illustration on an orange wall. The video player interface at the bottom shows the title "From idea to proposal: a method to make your game concept viable and strong", the speaker's name "Sviatoslav Torik Wargaming.net", and a progress bar at 0:14 / 23:37.

Game Idea
Market Analytics
Mission Statement
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From idea to proposal: a method to make your game concept viable and strong

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0:14 / 23:37